



**Office of the Attorney General  
Robert E. Cooper, Jr.**

**Department of Commerce and Insurance  
Commissioner Leslie Newman**

**NEWS RELEASE**

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**Department of Commerce and Insurance  
Division of Consumer Affairs  
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**FOR IMMEDIATE RELEASE**

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**TENNESSEE REACHES AGREEMENT WITH ANOTHER ADVERTISING CHECK  
SOLICITOR, CONSUMERS HAVE UNTIL AUG. 28, 2008 TO FILE COMPLAINTS**

Attorney General Bob Cooper and Division of Consumer Affairs Director Mary Clement today announced an agreement with Directory Billing, LLC, resolving allegations of deceptive business practices.

The company also doing business as USDirectory.com and Directory Billing is alleged to have mailed checks, which if cashed or deposited, charge businesses and organizations for an enhanced listing on Directory Billing's on-line directory. Some recipients complained they did not realize they were being billed until after depositing the checks.

"These checks have strings attached," Attorney General Cooper said. "You are not getting free money if you cash these checks."

Under the agreement, Directory Billing has agreed to stop using these checks and to pay \$400,000 to the states participating in the settlement. Current customers who were solicited and billed through a check are eligible for a two-month refund. Directory Billing also agreed to contact all current check customers to inform them of their right to cancel and eligibility for a refund. The company admits no wrongdoing as part of the agreement.

Mary Clement, director of the Division of Consumer Affairs, cautioned consumers to beware of checks arriving in the mail for no apparent reason with little explanation. "I urge consumers to contact our office if they suspect they have received a questionable check."

Tennessee and 25 other states reached the agreement after filing suit regarding Directory Billing's use of these checks. The Attorney General's action, filed on behalf of the Division of Consumer Affairs, is the fifth in a series of enforcement actions and settlements with check solicitors. In 2006, the Attorney General filed suit and settled with Trilegiant Corp., Chase Manhattan Bank, N.A., YP Corp., and Yellow Pages, Inc.

To be eligible for a refund, consumers have until Aug. 28, 2008 to file a complaint with the Division of Consumer Affairs. Contact the Division at 1-800-342-8385 (toll-free inside Tennessee) or (615) 741-4737.